

Message Text

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ACTION EUR-25

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O 161222Z FEB 74

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC IMMEDIATE 8526

UNCLAS BELGRADE 0754

PASS TO EUR/EE AMBASSADOR TOON; PASS COMMERCE

E.O. 11652: N/A

TAGS: BEXP, PFOR, YO

SUBJECT: NOVI SAD FAIR

REF: BELGRADE 0519 AND PREVIOUS

1. USDA INTERNATIONAL FAIR DIV/FAS REP MANNION AND REPS OF AGRICULTURAL COOPERATORS PLANNING PARTICIPATE IN U.S. EXHIBIT HAVE CONCLUDED, AFTER INSPECTION, THAT BUILDING ON WHICH WE HAVE OPTION IS UNACCEPTABLE, SINCE IT WOULD REQUIRE EXTENSIVE ALTERNATIONS TO MAKE IT ATTRACTIVE AND FULLY SUTIALE FOR THEIR PRUPOSES.

2. AGRICULTURE TEAM THEREFORE DECIDED TO EXHIBIT ENTIRELY IN SECTION USDA HAD PREVIOUSLY SELECTED FOR CATTLE EXHIBIT. THIS MEANS AMERICAN SOYA BEAN ASSOCIATION, AMERICAN BREEDERS ASSOCIATION, RENDERERS ASSOCIATION AND U.S. FEED GRAIN COUNCIL WOULD JOIN CATTLE WHOW, AMERICAN HOSTEIN FIESIAN ASSOCIATION AND CARNATION IN CATTLE BAR, USDA POINT OUT CONCEPT OF BOOTHS AND CATTLE IN SAME AREA POPULAR IN EUROPEAN AGRICULTURAL FAIRS.

3. AGRICULTURAL ATTACHE, ACTING CHIEF ECONOMIC/COMMERCIAL SECTION,

COMMERCIAL ATTACHE, USIS FAIR SPECIALIST SHEPARD VISITED

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FAIRGROUNDS FEBRUARY 1 FOR INSPECTION OF SITES AND CONFERENCES

WITH FAIR MANAGING DIRECTOR KRISTIC, FOREIGN EXHIBIT DIRECTOR MURIC, AND ARCHITECT.

4. POSSIBLE ALTERNATIVE SOLUTION WHICH EMERGED WAS MAJOR IMPROVEMENT OF BUILDING ON WHICH WE HAVE OPTION - INCLUDING FACADE, FLOORING AND INTERIOR - AT ESTIMATED COST OF \$6,500. IN RESPONSE TO EMBOFF APPEAL FOR MAXIMUM POSSIBLE FAIR ASSISTANCE TO MAKE THIS FIRST OF WHAT WE HOPE TO BE MANY U.S. EXHIBITS SUCCESSFUL, FAIR AUTHORITIES INDICATED THEY MIGHT GIVE MODERATE SUPPORT ON IMPROVEMENTS.

5. AGRICULTURAL ATTACHE EXPRESSED VIEW THAT, AS TO OPTION BUILDING, NO SOLUTION SHORT OF CONSTRUCTION OF NEW BUILDING WOULD BE ACCEPTABLE TO USDA.

6. ALL OTHER SITES OFFERED BY FAIR AUTHORITIES UNACCEPTABLE, SINCE THEY DO NOT MEET OUR PRINCIPAL OBJECTIVE OF MOUNTING ONE INTEGRATED U.S. EXHIBIT.

7. UNDER THESE CIRCUMSTANCES, EMBASSY SEES NO ALTERNATIVE TO FOLLOWING ARRANGEMENT:

A. INTERNATIONAL HARVESTER, JOHN DEERE, PIPER AIRCRAFT AND HESSTON TO EXHIBIT IN OUTDOOR AREA AS PREVIOUSLY FORESEEN (I.E., MIDWAY BETWEEN BUILDING ON WHICH WE HAVE OPTION AND CATTLE EXHIBIT).

B. AGRICULTURE AND COMMERCE EXHIBITORS TO SHARE LOUNGE AND OFFICE SPACE IN SMALL BUILDING TO BE ERECTED NEXT TO OUTSIDE EXHIBIT ARE, BY ENTRANCE TO INSIDE EXHIBIT SPACE.

C. SIX AGRICULTURAL COOPERATORS TO EXHIBIT IN CATTLE BAR, ALONG WALL CLOSEST TO U.S. OUTDOOR EXHIBIT AREA.

8. EMBASSY BELIEVES THIS APPROACH WOULD RESULT IN INTEGRATED AND TIGHTLY ORGANIZED U.S. EXHIBIT, AT LOWEST POSSIBLE COST, ALTHOUGH WE WOULD HAVE PART OF OUR EXHIBIT IN LARGE BARN USED BY MANY OTHER EXHIBITORS RATHER THAN USING MOST OF A SEPARATE PAVILION.

9. FAIR AUTHORITIES HAVE EXTENDED DEADLINE FOR COMMITMENT ON SPACE TILL FINAL WEEK OF FEBRUARY. PLEASE ADVISE.
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